



Registration Open for Export Education Seminar

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Contact: Ashley Huibregtse, 608-224-5002

MADISON – Wisconsin food and agricultural companies interested in entering the international market or expanding their exports should plan to attend an educational seminar presented by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). The seminar, titled, “A Business of Details: Proper Procedures in Food and Agricultural Exporting” will provide attendees with a broad understanding of the steps they must take to export agricultural products.

The seminar will be held Wednesday, May 11, 2011 from 8:00 a.m. to 4:30 p.m. at the Sheraton Hotel in Madison, Wisconsin. Speakers include officials from the Animal Plant Health Inspection Service (APHIS), Food Safety Inspection Service (FSIS), Agricultural Marketing Service (AMS), and DATCP.

“This seminar will offer new information for experienced exporters looking to improve operational efficiencies and for new-to-export companies beginning the process,” said Jen Pino-Gallagher, a DATCP Economic Development Consultant. “And, the seminar also provides a unique opportunity for exporters to meet officials from the USDA agencies who play an important role in the export documentation process.”

Topics for the seminar include:

- Compliance with federal and international laws.
- Standard operating procedures for exporting.
- Introduction to freight forwarding, a door to door perspective.
- Properly classifying products for export.
- Understanding the new terms of sale for 2011 (INCOTERMS).

Wisconsin agricultural exports hit a record high in 2010 with a total value of \$2.4 billion, a 36-percent growth over 2009. Over 130 countries buy Wisconsin agricultural products, including cereal grains, dairy products, miscellaneous food, and baking related goods. The top agricultural export markets in 2010 were Canada, Mexico, Japan, the Korean Republic, Italy, and China.

“By attending, companies will learn how to make the most out of the export assistance available to avoid pitfalls that cost time, money, and sales,” added Pino-Gallagher. “There is global demand for Wisconsin’s diverse products, and this seminar will illustrate how exporting is an effective way to expand your business.”

The cost to attend is \$50 per person. This seminar is sponsored by the Food Export Association of the Midwest. Space is limited. Interested individuals should register online at foodexport.org, under *Programs & Activities, Activity Calendar*. For more information, contact DATCP’s Jen Pino-Gallagher at 608-224-5125 or jen.pinogallagher@wisconsin.gov.

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